C2175-1 2/28/82

CH IFOAMS101C1495AMPLE & XE
CONGRESSIONAL INFORMATION
7101 WISCONSIN AV/NW
WASHINGTON DC 20014

ISSN 0080-5982

E CHRONICLE
of Higher Education.

July 21, 1982 • $1.25
Volume XXIV, Number 21

News Summary

Articles on inside pages

Syracuse University has the most prestigious school of public administration in the country, according to a recent ranking. Story on Page 2.

Research relationships between industry and universities are marred by industry's emphasis on "short-term profits and product improvement," officials say. Story on Page 3.

The Office for Civil Rights may not investigate the University of Richmond's athletic department, a federal district judge has ruled, because the department receives no direct federal aid. Story on Page 9.

State agencies that help administer the federal Guaranteed Student Loan program have been accused of accumulating more money than they need for their operations. Story on Page 9.

Photocopying at academic libraries has increased significantly since Congress passed the Copyright Act of 1976, according to a recent survey. Story on Page 9.

The Justice Department defends the federal government's efforts to desegregate public colleges and universities in a brief filed in U.S. district court. Story on Page 10.

Science fiction has been hurt by the penchant among publishers for million-dollar book deals, scholars in the field agree. Story on Page 15.

The MacArthur Foundation has named 19 new fellows, who will receive five-year grants of up to $300,000. Story on Page 21.

Bir Zeit University has been closed by Israeli military authorities for the third time in a year. Story on Page 13.

The University of Glasgow has angered potential donors to its library collections by its decision to sell some nineteenth-century books and photographs. Story on Page 13.

ALSO IN THIS ISSUE

Books	15-18
Bulletin Board	22-39
Calendar of Events	21
Canadian News	14
Deadlines	21
Deaths	20
Gazette	20
Grants	20-21
International News	13-14
Letters	16
Marginalia	2
News in Brief	2-3
Notes from Kansas	3
Point of View	40
Washington News	9-12

Higher Education's Drinking Problem

Colleges are abandoning their traditional 'benign neglect' and are combating students' abuse of alcohol with stricter rules, counseling, and special courses

By ZOË INGALLS

A few months ago, when the Tar Heels of the University of North Carolina won the National Collegiate Athletic Association's basketball championship, jubilant fans, most of them students, celebrated by going on a drinking binge that resulted in thousands of dollars in property damage in dormitories and the town of Chapel Hill. They broke windows and windshields, bent lampposts, wrecked furniture, and smashed walls.

Last October, a car driven by a Stanford University student careered into a tree at 60 miles per hour. The student suffered two broken arms, but survived. Two passengers, also students, were killed. The driver has been charged with vehicular manslaughter and drunken driving.

A little over a year ago, a 20-year-old student at the University of South Carolina drank too much during a fraternity hazing and died as a result.

Those are not isolated incidents. Some colleges report that as much as 80 per cent of the vandalism on their campuses is alcohol-related. Over 90 per cent of the deaths that occur as the result of hazing are connected with alcohol, according to some studies. And the leading cause of death among young people aged 18 to 24 is traffic accidents, more than half of them the result of drunk driving.

PENNSYLVANIA STATE UNIVERSITY

The Drug of Choice

Disruptive or destructive drinking behavior on college campuses is nothing new. What is new is a willingness on the part of everyone from deans to fraternity presidents to accept the fact that alcohol is the drug of choice on college campuses—the "biggie," as one student put it—to acknowledge that alcohol abuse among students is a major problem, and to commit time and resources to doing something about it.

Traditionally, universities have adopted an attitude of "benign neglect" toward drinking, says Gerardo M. Gonzalez, a prominent educator and researcher on alcohol at the University of Florida. In part that has been because of society's ambivalence about the drug, and in part because knowledge about alcohol-related problems—and the options available for doing something about them—has been limited.

"People assumed you went to college, drank up, had a good time, and graduated," he says. "Now, they're beginning to realize that the problem of alcohol abuse is a national problem with tremendous personal and economic costs."

Why the change? "I suspect what happened was that as we started to look at drug use in the late 60's, what came up in study after study was that the major drug in use was alcohol," says Ruth C. Engs, associate professor of health and safety education at Indiana University and a leading researcher in alcohol studies.

Added to that was a growing openness in society generally, recognition by the medical profession that alcoholism is a disease, a new emphasis on physical fitness and well-being, and increased public concern about such problems as drunken driving and the "fetal alcohol syndrome"—defects in newborns resulting from their mothers' drinking too much.

"We've passed the [days of] the Dean Martin giggly drunk and the Red Skelton fall-down drunk," says Bruce E. Donovan, associate dean of the college at Brown University. "The courage of people like Betty Ford or Joan Kennedy [who have publicly admitted to having drinking problems] has made it an O.K. thing to deal with. It's caught on in the public imagination."

Hard Times Blamed

On campuses, Mr. Gonzalez says, the "heightened sensitivity" among college officials to the problems caused by excessive student drinking is due partially to harder economic times. "When the universities have to fix damaged toilets and broken windows, when they see that attrition is related to alcohol use, when they begin to see that excessive drinking is having a negative effect on institutional life, they start to have a greater concern for the costs of this problem," he says.

What exactly is the scope of the problem? Research findings vary.

A *Chronicle* survey of deans of student affairs, conducted this year at 181 two-year and four-year colleges and universities nationwide, found that about 75 per cent of students are drinkers. The survey was conducted for *The Chronicle* by John Minter Associates, a Boulder, Colo., research organization.

Mr. Gonzalez, who surveyed nearly 2,000 college students on vacation at Daytona Beach, Fla., last year, found that a higher proportion—about 88 per cent—of those youths drank.

Even that figure is low compared with the results of a 1978 study of 34 New England colleges by the Medical Foundation of Boston, a health-research group, which found that 95 per cent of college students drank. It is high, however, compared with a 1977 study of 13 colleges nationwide by Ms. Engs, who reported that 79 per cent

Continued on Page 6, Column 1

MARGINALIA

Here are more winners in the Summer Marginalia Contest, which this year features job-rejection letters received by our readers—funny letters, insulting letters, insensitive letters, generous letters.

•

DEAR DR. _____

A list of five finalists for the position of _____ has been compiled. Your name is not on the list.

•

The following is the first job-rejection letter one contestant ever received. It came in response to an interview in senior year, arranged by the university personnel office.

DEAR

Our interviewer,

, told me how much he enjoyed his meeting with you on

at

I have carefully compared the information you provided to with our present employment opportunities. Unfortunately, there is not a suitable opening in our organization for a person with your particular background and experience.

I feel certain that with your fine qualifications you will have little difficulty in locating a desirable career opportunity upon your graduation from

To that end, I wish you success.

Sincerely,
JOHN DOE
Personnel Manager

"What I had received," writes the contestant, "was a blank form letter in an envelope addressed to me."

•

A winner in the "most demoralizing" category:

"A review of your application suggests that your qualifications and/or work experience are not similar to that of a successful hall director in this residence-hall system."

•

For brevity, this one is hard to beat:

T:

Just a note to say that we are "full up."

•

Dear

Thank you for your application. As a mathematician, I can't say I am certain that we have no position for you, but as a practical man, I am quite certain. If your few publications were so notable as to put you in contention, in this job market, I would have heard of them.

•

DEAR PERSON:

The position in philosophy that you have applied for is now filled.

(The foregoing was printed on a postal card—by one of those duplicators that use purple ink. —C.G.)

In Brief

Registrars See Little Change in Enrollment Next Fall

Enrollment projections by registrars of more than 2,500 colleges and universities indicate that the number of students next fall will be about the same as a year ago.

The survey, completed last week by the National Association of College Stores, showed that registrars expected a slight drop in enrollment at four-year institutions, offset by a slight gain at two-year colleges.

"We were expecting a negative effect from college-aid cutbacks and the economy," said Garis Distelhorst, executive director of the college-store association, "but if the estimate holds, enrollment will be stable."

Financial Emergency Declared in Idaho

Idaho's board of education has declared a financial emergency in the state's colleges and universities because of a 9-per-cent cut in spending ordered by Gov. John V. Evans.

The formal declaration legally suspended tenure and other rules, enabling administrators to lay off faculty members and nonacademic employees with only 30 days' notice. Layoffs and the elimination of some academic programs are likely, campus officials say, because of a projected $42-million deficit in the state budget for fiscal 1983.

Kansas Regents Agree to Cut Budgets 4 Pct.

The Kansas board of regents, at a meeting last week with Gov. John Carlin, agreed to cut the fiscal 1983 budgets of the state's universities by 4 per cent.

Governor Carlin had ordered state agencies to cut spending by 4 per cent during the year ending next June 30 because of a shortfall in state revenues. The regents agreed, at the governor's request, to make a similar reduction.

Stanley Z. Koplik, executive officer of the board, said no immediate decisions were made on how to make the $11.2-million reduction in university spending. He said the board did pledge not to reduce faculty pay raises already approved and not to increase student fees in the fall.

Further Cuts Ordered in Oregon, Washington

The state legislatures in Oregon and Washington have ordered additional cuts in higher-education appropriations amounting to 1 per cent and 2 per cent respectively.

The new cuts were approved at special sessions of the legislatures last month. Both states have been hit hard by a recession in the forest-products industry.

When added to previous cuts, the latest reductions mean that spending for the 1981-83 biennium will be down 8.4 per cent in Oregon and 8.7 per cent in Washington.

U. of Louisville Cuts 37 Faculty Positions

The University of Louisville has eliminated 37 full-time faculty positions, 11 of which were held by tenured professors, and 77 staff positions for the next academic year, because of decreases in state financial support and in tuition income.

The cuts were made in programs in social work and health, physical education, and recreation, and in the medical and dental schools.

Larry Mehlhauser, director of planning and budget, said the university had been able to "phase out" most of the faculty members by negotiating early retirement or by "buying out" their contracts.

President Plans Bicycle Trip to Help Struggling College

The president of Judson Baptist College in Oregon plans to bicycle across the United States this summer in an effort to keep his financially troubled institution open.

Herbert E. Anderson, 66, above, plans to leave from the campus July 31, accompanied by 20 students who will earn credits in physical education for the trip. They plan to arrive in Washington, D.C., by August 30. Mr. Anderson hopes to raise $250,000 from meetings with church groups along the route and from sponsors pledging money for each mile the bicyclists travel.

With an enrollment of 300 students, the college has been in financial difficulty since 1979, when it moved from Portland to a new campus in The Dalles. A promised $1-million loan fell through that same year, and the four-year institution has been struggling to pay its bills ever since.

Oakland U. President Rejects Salary Increase

Joseph E. Champagne, president of Oakland University, has turned down a recommendation by the board of trustees that would have increased his salary by 10 per cent.

Citing a "need for restraint" in "harsh economic times," Mr. Champagne, whose term began last year, said No to the committee that recommended the increase after reviewing his performance in office.

Mr. Champagne earns $62,000 a year.

President of Miami-Dade Vetoes Video-Game Plan

Pac-Man has been barred, at least temporarily, from campuses of Miami-Dade Community College by President Robert H. McCabe. When the president's council of chief administrators and faculty representatives recommended approval of Pac-Man and other video games in campus buildings, Mr. McCabe exercised his presidential veto.

He had mixed feelings about the games, he said, and bounced the issue to the college's board. Board members' attitudes also were mixed, so they bounced it right back to Mr. McCabe for a final decision.

The president said the games were "an excellent source of revenue," and would earn Miami-Dade an estimated $100,000 or more.

"My own concern is that we don't want to draw the students away from serious work," he said.

Embassy Studies Attacks on Nigerians in Wisconsin

The Nigerian Embassy sent a representative to Wisconsin last week to investigate two attacks on Nigerian students that left one student dead and another hospitalized with several broken bones.

Sani Tela, who attended the University of Wisconsin–Stout, died following the June 19 attack. A university spokesman said Mr. Tela had apparently been beaten—or possibly run over by an automobile—after an evening spent at a bar in Menomonie, where the campus is located. He was reportedly accompanied earlier that evening by a white woman with whom he had been living. Police are still investigating the case.

Earlier this month, three students at the University of Wisconsin at Stevens Point were beaten following an exchange of invective in a local bar. One is still in the hospital with a broken leg and other injuries, a campus spokesman said.

Auditor Lists Irregularities at U. of Northern Iowa

Iowa's state auditor has turned over to the state department of criminal investigation a report on irregularities totaling more than $10,000 in the accounts of the University of Northern Iowa's minority-group program.

The audit lists missing equipment, including vacuum cleaners, sewing machines, and a piano; unauthorized telephone charges; loans—not yet repaid—to people who were not students; and improper leasing of an automobile for the use of Norris Hart, director of educational-opportunity programs and special community services.

A university spokesman said that Mr. Hart, who oversaw all minority-group programs at the university, had been removed from his post and placed on "earned leave."

President of Medgar Evers Requests Reassignment

Richard D. Trent, president of Medgar Evers College of the City University of New York, ended a four-month confrontation with students and residents of the Crown Heights section of Brooklyn last week by asking the university's governing board to grant him a yearlong sabbatical and then assign him to another post.

The board was expected to honor his request at a meeting late last week.

Mr. Trent's critics charged that he had been an ineffective leader and had not responded to requests for day-care facilities, black-studies courses, and lighter teaching

Syracuse, Indiana Ranked Highest in Public Administration

Syracuse University has the most prestigious school of public administration and Indiana University has the most productive, according to a study that ranks such schools by reputation and number of journal articles published.

They were ranked by the heads of 118 graduate programs in public administration or public affairs. Rankings in productivity were based on the number of articles by faculty members or graduate students published in 10 journals between 1970 and 1980.

The authors of the study said it was the first attempt to rank programs in public administration. The study was conducted by researchers at the University of Oklahoma's Bureau of Government Research and the University of South Carolina's Department of Government and International Studies.

Results of the study were published by the American Society for Public Administration in *Public Administration Review*.

Following is a list of the top 20 schools of public administration and public affairs, ranked according to reputation for quality and the number of journal articles published.

Reputation	Productivity
1. Syracuse U.	1. Indiana U.
2. Harvard U.	2. U. of Georgia
3. U. of Southern California	2. Syracuse U.
4. Indiana U.	4. U. of Southern California
5. U. of California, Berkeley	5. State U. of New York, Albany
6. U. of Texas, Austin	5. U. of California, Berkeley
7. Princeton U.	7. Harvard U.
8. U. of Pittsburgh	8. American U.
9. U. of Michigan, Ann Arbor	9. Ohio State U.
10. U. of Georgia	10. U. of Maryland
11. Carnegie-Mellon U.	11. U. of Illinois, Urbana
12. U. of Minnesota	12. U. of Pittsburgh
13. Ohio State U.	13. U. of N. Carolina, Chapel Hill
14. American U.	14. 14. Cornell U.
15. U. of N. Carolina, Chapel Hill	14. U. of California, Davis
16. Florida State U.	14. U. of Michigan
17. U. of Kansas	17. Virginia Polytechnic Inst.
18. George Washington U.	18. U. of California, Irvine
19. Virginia Polytechnic Inst.	18. U. of Kansas
20. State U. of New York, Albany	20. Pennsylvania State U.

SOURCE: AMERICAN SOCIETY FOR PUBLIC ADMINISTRATION

The Chronicle of Higher Education (ISSN 0095-7488) is published weekly except the last two weeks in August and the last two weeks in December, at 1333 New Hampshire Avenue, N.W., Washington, D.C. 20036, on the Thursday preceding the issue date. Subscription rate: $36 per year ($37 if bill is to be sent). Second-class postage paid at Washington, D.C., and at additional mailing offices. Copyright © 1982 by The Chronicle of Higher Education, Inc. Printed in the U.S.A. POSTMASTER: Send address changes to P.O. Box 1955, Marion, Ohio 43305.

Higher Education's Drinking Problem Continued from Page 1

of the students she sampled drank. Howard T. Blane of the University of Pittsburgh, who published a review in 1977 of more than 70 studies of college drinking conducted over the previous 30 years, points out that drinking varies—and so do the results of surveys—according to geographical region. Therefore, he prefers to say only that somewhere between 70 and 95 per cent of college students use alcohol.

Although they disagree over the exact extent of student drinking, most researchers say the number of students who drink has not changed significantly since the mid-1970's.

Whether 70 per cent or 95 per cent of students drink is ultimately an irrelevant question to most college officials, many of whom report that excessive drinking and related problems of alcohol abuse are on the rise.

"I hear it everywhere I go," says Mr. Gonzalez: " 'Boy, do we have a drinking problem here! We're the No. 1 party school in the country!' "

Some 36 per cent of the deans surveyed by *The Chronicle* believe there has been an increase in the amount of excessive drinking by students over the last five years. In addition, a number of them also reported increases in student-behavior problems over the same period, as a result of drinking: 23.8 per cent said they had observed an increase in driving after drinking, 29.8 per cent said there was more vandalism due to drinking, and 26.5 per cent reported an increase in fighting as a result of alcohol use.

Results of other research suggest that excessive drinking is not on the rise, but that awareness of drinking problems among college and university officials is.

"It's interesting that administrators think that excessive drinking is up," says Mr. Gonzalez, "but I wonder whether it is simply their own heightened sensibility or what is actually happening."

Ruth Engs agrees: "There's always been vandalism, only now it's associated with drinking. It's the old 'conversion reaction.' When someone is converted to Buddhism, he sees a Buddhist in every tree. I think that's what happened to [many administrators]," she says.

'Responsible Drinking'

Along with a greater concern has come an increase in the options available to administrators. Recognizing that moralistic and authoritarian approaches stressing abstinence do not work, educators have developed a number of programs and activities to encourage "responsible drinking."

No longer are universities saying that drinking is "evil or has to be troublesome," says Mr. Donovan of Brown, which has instituted a number of programs designed to foster the responsible use of alcohol. "We're saying there is a kind of use that is appropriate to a civilized social setting. Using alcohol is not the be-all and end-all of an event. It is to add pleasure to an event."

Most colleges have broadened the definition of irresponsible drinking to include not just alcoholism, but the whole range of problems students can run into when they use alcohol—from things as minor as hangovers, missing classes, and failing to meet term-paper deadlines to more serious problems such as vandalism, accidents, violence, and drunken driving.

The means vary from campus to campus, but the most successful programs are designed to:

- Educate students about alcohol and the relationship between consumption and negative consequences.
- Combat what one official calls the "nothing-to-do-but-drink syndrome" by providing attractive alternatives for recreation.
- Counsel and treat students who have problems.
- "Intervene" by confronting students who have problems and making certain that they get help.

"We're saying there is a kind of use that is appropriate to a civilized social setting. Using alcohol is not the be-all and end-all of an event."

In addition, a growing number of colleges now set guidelines for all social events held on their campuses and require that students register parties in advance to make certain that the guidelines are followed. Rutgers University, for example, prohibits blatant promotion of alcohol as the focus of a party, requires that at least half of the money spent on refreshments be used to pay for food and nonalcoholic beverages, and requires that nonalcoholic beverages be available at the same place and displayed with the same prominence as alcoholic beverages.

Two-thirds of the institutions responding to the survey said they had banned the drinking of alcohol at athletic events and about one-fourth said they had banned it in fraternity and sorority houses.

One of the most visible and, according to many, successful programs on college campuses today is offered under the auspices of a national, nonprofit organization called BACCHUS, which promotes responsible drinking through student-run chapters at 60 colleges in 28 states and Canada.

BACCHUS was founded in 1976 by Mr. Gonzalez, who is now its president, while he was a doctoral candidate in counselor education at the University of Florida. He became interested in alcohol-related problems and helped form a university "task force" on alcohol abuse.

The students in the group said, " 'Task force' isn't sexy enough. We need something catchy to indicate that we're not anti-alcohol or anti-drinking," Mr. Gonzalez recalls. BACCHUS, the name of the god of wine, was selected. It is also the acronym for what later became the group's rarely used full name: "Boost Alcohol Consciousness Concerning the Health of University Students."

BACCHUS takes a common-sense approach, one that is "credible for students and one they can embrace," says Mr. Gonzalez.

While accepting "that young people have always indulged in drinking and probably always will, [BACCHUS] encourages moderation in the use of alcohol among students who drink and respect for the choice of students who abstain," according to a pamphlet distributed by the group.

"[Our approach] is so common sense, I think it's been overlooked," says Mr. Gonzalez. "That's a comment I hear a lot—'Gee, it makes so much sense. It makes so much sense.' "

Organized by Students

BACCHUS's chapters are organized by students, usually with the aid of a faculty member or administrator who acts as adviser. Although they must subscribe to the goals and philosophy of BACCHUS, the chapters are semi-autonomous, planning their own activities and setting their own policies.

BACCHUS's national headquarters—in the student-services office at the University of Florida—serves as an information clearinghouse, provides training for chapter officers, makes available various publications, and helps chapters with any problems that arise.

The organization's success is attributed in part to those organizational features. "The program has enough structure so that it has identity, but it's very flexible and adaptable to any university system or situation," says Paula L. Swinford, director of health education at the University of Illinois at Urbana-Champaign, which joined BACCHUS in 1981.

The other key ingredient, say supporters, is student participation, through which BACCHUS gains "the built-in credibility necessary in an effort of this kind," says Mr. Gonzalez.

"A lot of students know more about alcohol after taking an alcohol-education course, but they may not have changed their behavior."

"A reaction that we as experts often get is that we are on a prohibitionist campaign or some kind of moralist crusade," he says. "When our [message] comes from students, that perception is broken down more quickly."

Students involved in the program agree. "When people first hear about it, they say 'BACCHUS? Oh, that's a bunch of teetotalers,' " says Lisa B. Schwartz, a senior at the University of Florida and president of its BACCHUS chapter. "We say 'Oh, no, we have a great time. We party like everybody else.' "

"Once they get to know us," she continues, "they really like us."

An 'Alternative Social Club'

David Suchman, a psychologist at the University of Florida who counsels students with alcohol and drug problems, agrees that some students view BACCHUS as an organization of teetotalers—"to be borne, and not with joy." But for others it offers a "kind of alternative social club," he says.

The University of Florida's BACCHUS chapter works with the Campus Alcohol Information Center and the Interfraternity Council. (An "alcohol facilitator," a student paid by the university's student-services office and the council to act as liaison with fraternities and sororities, attends all BACCHUS meetings.)

The activities held during an alcohol-awareness week last spring on the Florida campus are typical of their efforts. BACCHUS and the information center publicized the events with posters and with advertisements in local and student newspapers, arranged for alcohol educators and others to appear on television talk shows, showed films about alcohol, and invited guest speakers who talked on topics ranging from hazing to drunken-driving laws.

'Moonshine Runs'

They ran panel discussions, workshops, and a debate—on the pros and cons of increasing the penalties for drunken driving—and set up exhibits outside the student union, where students gave away free Gatorade and "party-planning kits" that discussed the ins and outs of "responsible hosting."

On the lighter side, they sponsored two-mile and five-mile footraces at night, called "moonshine runs." All participants received T-shirts with the BACCHUS logo.

The week ended with a party at the university's on-campus rathskeller. Ads in the student newspaper included a coupon that could be exchanged for one free "alternative beverage," a soft drink or glass of fruit juice. Those who drank alcoholic beverages could use a "breathalyzer" when they left the rathskeller, to learn about the physiological effects of imbibing.

Although BACCHUS is the only national alcohol program on college campuses today—and is "in many ways a summation of what is already in the field," as Ruth Engs of Indiana University puts it—numerous colleges have developed their own programs to address problems of abuse.

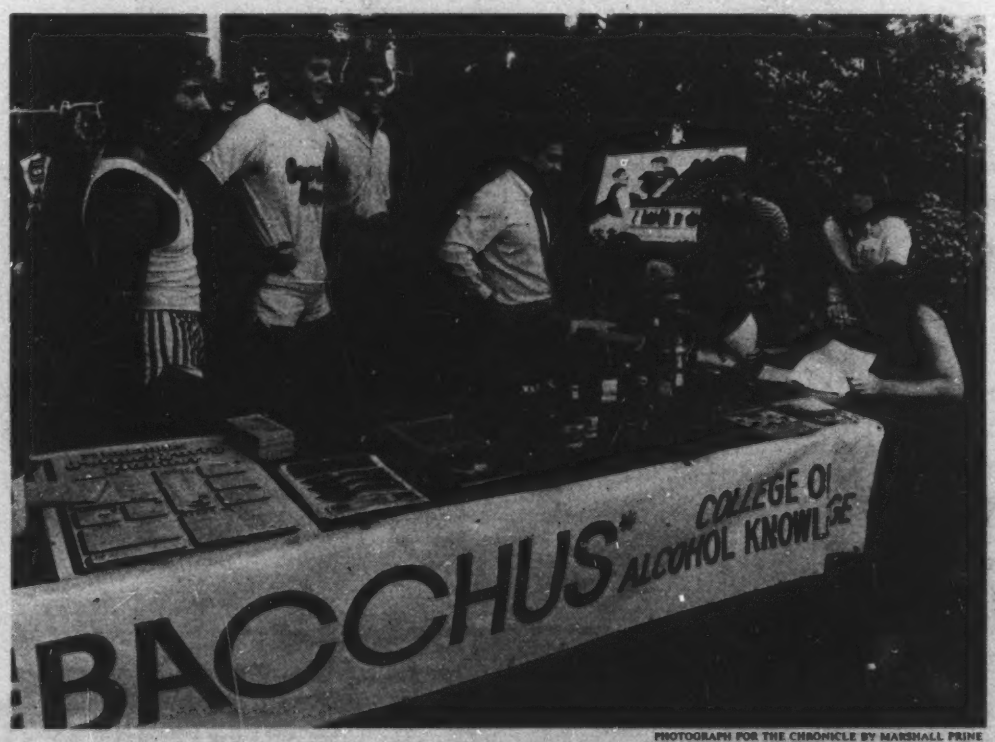
Indeed, 68.5 per cent of the colleges and universities covered by the *Chronicle* survey have programs to educate their students about the effects of alcohol, and 44.2 per cent have programs to treat abusers.

Dartmouth College, for example, has instituted a campuswide alcohol-education and abuse-prevention effort, with strong support from President David T. McLaughlin. Dartmouth sponsored a three-day national conference in January, which examined the widespread nature of drinking problems and attempted to pinpoint solutions.

Penn State's Program

Pennsylvania State University's "Total Alcohol Awareness Program," or TAAP is often cited for its comprehensiveness and for the dedication of William L. Eck, an associate professor of health education who founded and runs the program.

Brown University, which was one of the pioneers in recognizing and adopting policies and programs aimed at reducing alcohol abuse, recently organized a "support group" for the children of alcoholics, called Sons and Daughters. Such groups, as well as individual counseling programs, are well on their way to becoming the "big fad, the 'in' thing"



PHOTOGRAPH FOR THE CHRONICLE BY MARSHALL PRINE

Members of BACCHUS, a student group at the University of Florida, set up a display to distribute information on the responsible use of alcohol.

CHRONICLE SURVEY

Alcohol on Campus: A Survey of Colleges' Problems and Policies

	All institutions	Private universities	Private liberal-arts colleges	Church-related institutions	Public 4-year institutions	Public 2-year colleges	Northeast		South-Southeast		Midwest		West-Southwest	
							Private	Public	Private	Public	Private	Public	Private	Public
Per cent of students who drink:														
Excessively *	16.1%	15.0%	15.2%	15.3%	19.9%	12.2%	14.5%	14.4%	15.7%	13.5%	16.1%	21.3%	12.2%	18.1%
Socially **	52.1%	52.7%	54.1%	54.0%	51.1%	52.7%	53.9%	46.0%	44.1%	56.3%	57.3%	42.8%	50.3%	58.9%
Experimentally ***	26.3%	21.4%	27.2%	25.4%	32.1%	21.1%	19.2%	38.7%	27.2%	23.3%	23.7%	27.3%	32.0%	24.4%
Not at all	24.7%	26.3%	25.1%	25.7%	22.1%	27.0%	18.6%	20.4%	31.5%	25.7%	25.1%	20.8%	33.9%	27.0%
Per cent of students needing treatment for alcohol abuse:	5.6%	3.1%	3.5%	3.3%	7.6%	4.6%	2.9%	12.5%	3.0%	4.3%	3.5%	6.4%	3.5%	3.2%
Per cent of students leaving college because of alcohol	2.3%	1.4%	2.9%	2.8%	2.1%	2.8%	1.2%	2.6%	2.3%	2.5%	2.6%	2.2%	3.6%	2.3%
Per cent of institutions reporting increases in the last five years:														
In excessive drinking by students	35.9%	32.0%	36.5%	32.3%	47.6%	29.0%	39.3%	53.3%	26.7%	46.7%	37.2%	27.8%	25.0%	36.0%
In student use of marijuana	17.1%	22.0%	17.3%	17.7%	11.9%	19.4%	17.9%	6.7%	13.3%	20.0%	23.3%	11.1%	18.8%	20.0%
In student use of cocaine	40.9%	44.0%	51.9%	48.4%	42.9%	19.4%	57.1%	33.3%	40.0%	26.7%	34.9%	16.7%	75.0%	48.0%
In faculty and staff use of alcohol	22.1%	24.0%	25.0%	16.1%	19.0%	19.4%	10.7%	20.0%	13.3%	20.0%	37.2%	22.2%	25.0%	16.0%
In number of students seeking help for alcohol problems	44.2%	42.0%	46.2%	48.4%	59.5%	29.0%	39.3%	53.3%	53.3%	26.7%	44.2%	72.2%	43.8%	36.0%
Per cent of institutions reporting increases in alcohol-related behavior problems in the last five years:														
Bad hangovers	21.0%	16.0%	19.2%	14.5%	31.0%	22.6%	25.0%	40.0%	6.7%	33.3%	16.3%	16.7%	18.8%	24.0%
Drinking before or while driving	23.8%	24.0%	19.2%	17.7%	31.0%	22.6%	21.4%	20.0%	26.7%	20.0%	18.6%	38.9%	25.0%	28.0%
Drinking before class	15.5%	10.0%	11.5%	12.9%	19.0%	25.8%	10.7%	26.7%	6.7%	20.0%	11.6%	11.1%	12.5%	28.0%
Missing class	22.1%	18.0%	23.1%	19.4%	28.6%	16.1%	10.7%	20.0%	20.0%	20.0%	25.6%	0.0%	25.0%	44.0%
Getting lower grades	23.8%	22.0%	28.8%	22.6%	28.6%	9.7%	17.9%	20.0%	33.3%	26.7%	25.6%	5.6%	31.3%	28.0%
Fighting	26.5%	40.0%	11.5%	21.0%	33.3%	22.6%	39.3%	33.3%	6.7%	33.3%	25.6%	27.8%	18.8%	24.0%
Damaging property	29.8%	36.0%	23.1%	24.2%	47.6%	9.7%	42.9%	40.0%	20.0%	26.7%	20.9%	27.8%	37.5%	32.0%
Loss of memory	29.8%	36.0%	23.1%	24.2%	47.6%	9.7%	42.9%	40.0%	20.0%	26.7%	20.9%	27.8%	37.5%	32.0%
Doing something later regretted	24.3%	28.0%	15.4%	21.0%	38.1%	16.1%	32.1%	26.7%	6.7%	33.3%	23.3%	16.7%	12.5%	36.0%
Per cent of institutions that have:														
Special programs														
To educate about effects of alcohol	68.5%	76.0%	73.1%	75.8%	73.8%	38.7%	71.4%	86.7%	86.7%	46.7%	76.7%	66.7%	62.5%	44.0%
To treat effects of excessive use	44.2%	56.0%	42.3%	46.8%	50.0%	19.4%	50.0%	60.0%	66.7%	26.7%	51.2%	55.6%	25.0%	16.0%
Alcohol-awareness days	45.9%	48.0%	40.4%	48.4%	64.3%	25.8%	50.0%	73.3%	53.3%	40.0%	41.9%	50.0%	31.3%	36.0%
Advertising campaigns	33.7%	40.0%	26.9%	38.7%	50.0%	9.7%	35.7%	46.7%	26.7%	26.7%	41.9%	33.3%	12.5%	28.0%
Staff to handle alcohol problems	61.9%	76.0%	59.6%	67.7%	61.9%	41.9%	71.4%	53.3%	73.3%	46.7%	62.8%	72.2%	68.8%	44.0%
Alcoholics Anonymous	21.0%	22.0%	19.2%	21.0%	28.6%	16.1%	32.1%	33.3%	13.3%	33.3%	18.6%	22.2%	12.5%	12.0%
Al-Anon	12.2%	18.0%	11.5%	14.5%	11.9%	6.5%	21.4%	26.7%	6.7%	13.3%	14.0%	0.0%	12.5%	4.0%
Alcohol-education course	21.0%	24.0%	15.4%	17.7%	28.6%	12.9%	28.6%	13.3%	20.0%	33.3%	16.3%	27.8%	12.5%	16.0%
Alcohol-education units in academic courses	29.8%	32.0%	9.6%	12.9%	47.6%	35.5%	35.7%	60.0%	20.0%	33.3%	16.3%	38.9%	6.3%	40.0%
Referrals to professional counselors and therapists	86.2%	92.0%	86.5%	87.1%	90.5%	71.0%	89.3%	100.0%	93.3%	73.3%	90.7%	88.9%	81.3%	72.0%
Per cent of institutions that permit drinking of alcoholic beverages:														
Everywhere	2.2%	0.0%	1.9%	0.0%	2.4%	6.5%	0.0%	6.7%	0.0%	6.7%	0.0%	5.6%	6.3%	0.0%
In university housing	34.8%	28.0%	57.7%	51.6% †	38.1%	3.2%	46.4%	20.0%	46.7%	13.3%	39.5%	16.7%	43.8%	36.0%
In fraternity houses	16.0%	8.0%	26.9%	16.1%	21.4%	0.0%	21.4%	13.3%	13.3%	6.7%	14.0%	11.1%	25.0%	16.0%
In sorority houses	12.2%	8.0%	15.4%	9.7%	19.0%	0.0%	10.7%	13.3%	6.7%	6.7%	9.3%	11.1%	25.0%	12.0%
In the student union	31.5%	38.0%	26.8%	30.6%	33.3%	16.1%	50.0%	46.7%	40.0%	20.0%	27.9%	16.7%	12.5%	24.0%
In campus dining areas	18.2%	26.0%	5.8%	11.3%	26.2%	16.1%	28.6%	13.3%	13.3%	20.0%	11.6%	11.1%	6.3%	36.0%
At athletic events	3.3%	6.0%	0.0%	1.6%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	6.3%	12.0%
Per cent of institutions that prohibit drinking of alcoholic beverages:														
Everywhere	53.0%	54.0%	44.2%	51.6% †	47.6%	74.2%	39.3%	66.7%	53.3%	53.3%	53.5%	55.6%	50.0%	60.0%
In university housing	27.1%	30.0%	11.5%	16.1%	42.9%	32.3%	3.6%	60.0%	26.7%	40.0%	25.6%	38.9%	31.3%	24.0%
In fraternity houses	23.8%	28.0%	15.4%	21.0%	26.2%	32.3%	3.6%	40.0%	33.3%	26.7%	25.6%	27.8%	31.3%	24.0%
In sororities	27.1%	32.0%	15.4%	21.0%	35.7%	32.3%	3.6%	40.0%	33.3%	40.0%	27.9%	27.8%	37.5%	32.0%
In the student union	42.0%	36.0%	48.1%	43.5%	47.6%	38.7%	28.6%	40.0%	53.3%	46.7%	41.9%	44.4%	56.3%	44.0%
In campus dining areas	57.5%	50.0%	67.3%	58.1%	61.9%	48.4%	50.0%	80.0%	73.3%	46.7%	55.8%	55.6%	68.8%	48.0%
At athletic events	66.9%	68.0%	73.1%	69.4%	69.0%	54.8%	75.0%	73.3%	80.0%	60.0%	65.1%	61.1%	68.8%	60.0%
Per cent of institutions where alcoholic beverages are sold on campus:														
3.2 beer	9.4%	8.0%	11.5%	6.5%	14.3%	3.2%	7.1%	0.0%	6.7%	0.0%	14.0%	11.1%	6.3%	20.0%
Any beer	25.4%	32.0%	25.0%	19.4%	26.2%	12.9%	57.1%	40.0%	33.3%	20.0%	16.3%	5.6%	6.3%	20.0%
Wine	24.9%	30.0%	17.3%	12.9%	31.0%	19.4%	53.6%	53.3%	20.0%	20.0%	11.6%	11.1%	6.3%	24.0%
Cocktails	10.5%	20.0%	5.8%	4.8%	11.9%	3.2%	25.0%	20.0%	6.7%	0.0%	9.3%	11.1%	6.3%	4.0%
None	64.6%	62.0%	65.4%	72.6%	57.1%	77.4%	42.9%	46.7%	60.0%	60.0%	59.8%	77.8%	87.5%	60.0%

Note: Survey data are perceptions reported by deans of student affairs at 181 institutions in a stratified random sample.

* Occasional to frequent drinking resulting in intoxication.

** Drinking in social settings and usually in moderation, as a secondary reason rather than main reason for the occasion.

*** Infrequent drinking that may include such first-time experiences as patronizing a bar, drinking to the point of intoxication, getting sick, or having a hangover.

† Nine institutions, representing 14.5 per cent of the church-related colleges in the sample, said they prohibit drinking everywhere but also said they permit it in university housing.

SOURCE: SURVEY CONDUCTED FOR THE CHRONICLE BY JOHN MINTER ASSOCIATES

in alcohol programs, according to Ms. Engs and others.

Even fraternities and sororities, viewed in the popular imagination as bastions of chugalugging contests and hazing incidents, are getting into the act. Kappa Sigma, for example, now requires all of its chapters to include an alcohol-education unit in pledge training. Sigma Alpha Epsilon held a three-day clinic for members of sororities and fraternities interested in starting their own abuse-prevention programs. Alpha Tau Omega encourages its members to sponsor BACCHUS chapters on their campuses and this year offered a $500 prize to the member or alumnus who came up with the best poster on responsible alcohol use.

Attitudes 'Too Ingrained'

In addition, some national fraternities say they will discipline, and even suspend the charters of, chapters whose members flagrantly abuse alcohol. "If I had one single thing I could flash my magic wand and solve, it would be the alcohol-abuse problem on our campuses," says Stephen R. Siders, executive director of Alpha Tau Omega.

But leaders in the field of alcohol education are now beginning to recognize that education and treatment alone are not enough. "A lot of students know more about alcohol after taking an alcohol-education course, but they may not have changed their behavior," says one, who asked not to be identified. "That's because attitudes are too ingrained."

What is needed, many experts say, is a set of official policies on alcohol use that pertain to everyone on the campus and that everyone has had a hand in drafting. "When policy is set and sanctioned by the president's office, it comes with a significance, an import," says Gail G. Milgram, associate professor in the Center of Alcohol Studies at Rutgers University. "[It says] that the university administration knows this is an area of concern, and we have chosen to deal with it, and the manner in which we've chosen to deal with it is as follows."

'Community Task Forces'

When students, faculty members, and administrators have participated in the formulation of those policies, they then have a stake in the result and are more likely to comply, many experts say.

"On those campuses I've visited where change takes place, typically there is a large amount of community involvement," says Kenneth C. Mills, asssociate professor in the Center for Alcohol Studies at the University of North Carolina at Chapel Hill. "The more progressive colleges are putting together community task forces. Their goal is to draft a policy so that whatever procedures they decide are appropriate are [the result of] community consensus."

"Don't tell them what they're going to do," Mr. Mills says. "Ask them, 'Now you're aware what's going on in the community, what the problems are. What are you going to do about it?' "